### University Budget Priority: Outreach (External Relations)

Change the university infrastructure to support emerging needs in outreach

### Statement of the Issue:

The nature of higher education continues to change, reflecting new needs and demands.

- ✓ Learning will be a major growth industry.
- ✓ New partnerships and competencies are needed to capitalize on these opportunities.
- ✓ Need for flexibility, timeliness and responsiveness.

UW-Stout needs to assess these changes and react in a positive way. It has the potential to extend the campus and perhaps serve as a new source of revenue. The institution would need to deliver differently, price differently, and market differently. Importantly, it would support the mission and programs of the institution. It is complimentary to the institution’s enrollment management planning.

### Proposed Process or Strategies:

1. By January, 1999, organize a joint task force of faculty, academic staff, and administrators to further develop a proposal. The task force proposal will be completed by April 1, 1999, with an anticipated implementation date of July 1, 1999.
2. The proposal will recommend an infrastructure based on a reorganization of existing structures using currently available resources.

### Implication for Resources:

Will include reorganization of existing structures.
May require policy and procedure changes in order to allow flexibility and creativity.